C1950-1

Broadcasting Jun 10

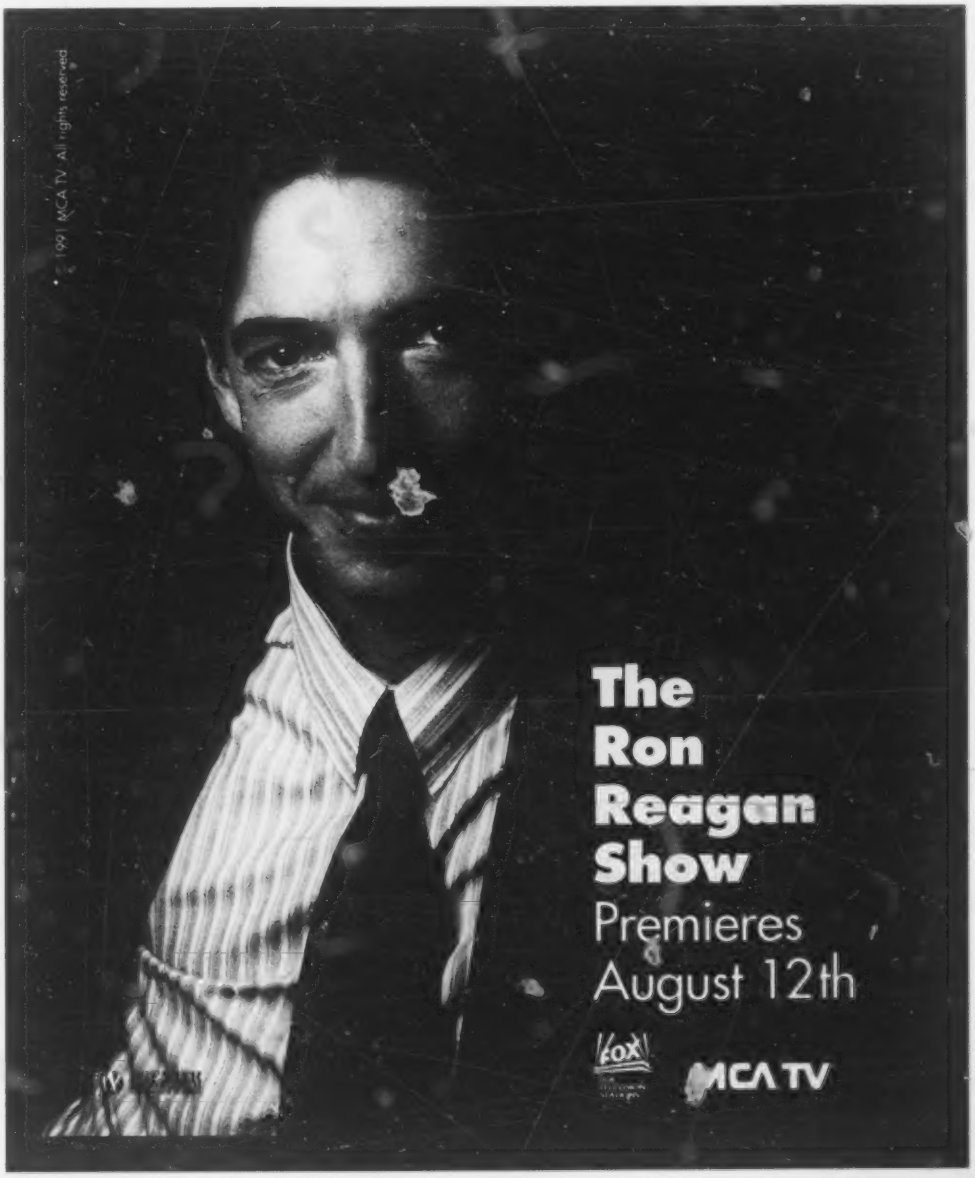
Reaching over 117,000 readers every week 60th Year 1991

TELEVISION / 66
Producers build blocks on prime time; ABC preps for affiliates

RADIO / 70
Gammon continues push for Atlanta move-in

BUSINESS / 49
Top 100 companies special report; Coen's '91 forecast

WASHINGTON / 76
Bills introduced to establish nationwide telco fiber optic network



Broadcasting

Vol. 120 No. 23 $2.50

Hughes + Hubbard = $100 million for DBS

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THIS WEEK

35 / HIGH-POWER DBS: ON AGAIN

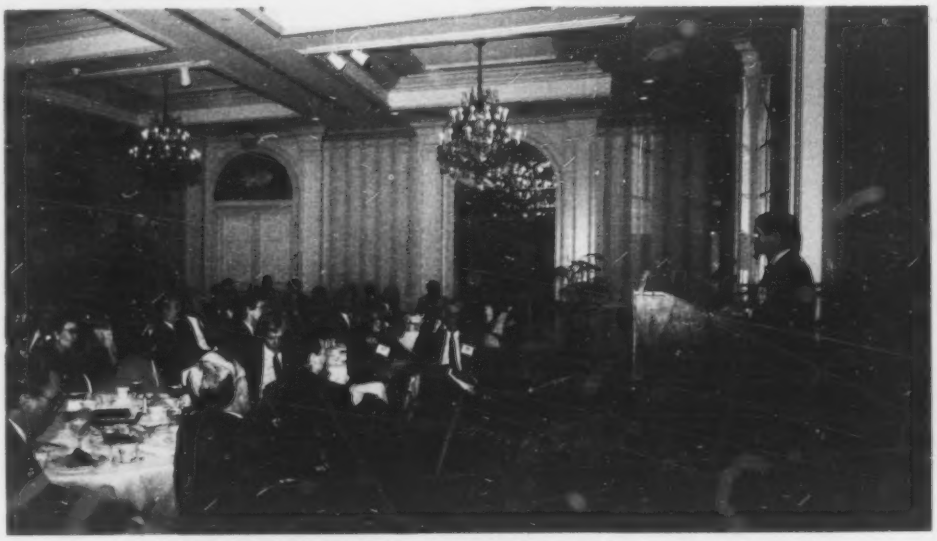
Stanley S. Hubbard and Hughes Communications vowed that about $50 million plunked down by Hubbard-led USSB last week assures the nation's first true direct broadcast satellite will be launched by mid-1994. The deal, said Hughes, not only brings to fruition USSB's plans to deliver 20 or more digitally compressed TV and radio signals to 15-inch dishes nationwide, but also constitutes the first step in Hughes's new incremental strategy to provide another 80 or more signals from the same spot in the sky. Also, TCI reached a settlement that may have cleared the way for the nation's largest MSO to become a high-power power itself.

37 / TIME WARNER'S RIGHTS OFFERING GETS NEGATIVE REACTION

Time Warner's plans to raise equity to reduce its $11.37 billion debt load by offering its common shareholders rights to buy more common shares at a discount met with criticism by shareholders and securities analysts. The stock dropped 10% with the news, and a Time Warner meeting with shareholder securities analysts was described as "very negative." The media giant hopes that by reducing its debt it will be a more appealing business partner.

37 / ELEVENTH-HOUR OFFER FOR WOOLERY

Sources close to Warner Bros. Domestic TV Distribution and Orion TV say the two have talks about Warner getting the distribution rights to *The Chuck Woolery Show*. Group W Productions is said to have bid for the 1991-92 syndication rights to the first-run talk strip. Industry sources say Orion is looking to divest its TV interests. (Orion TV President and CEO Gary Nardino is also said to be moving to Lorimar [see "Closed Circuit"].).



Communication industry executives at Broadcasting/Cable Interface V (page 38)

38 / INTERFACE V: FINDING COMMON GROUND

Most of the participants of the fifth Broadcasting/Cable Interface in Washington—including industry executives (page 39) and FCC Chairman Al Sikes (page 40)—addressed the issue of enhancing commonality rather than emphasizing the differences between the two media.

42 / NICHOLAS SAYS S.12 WILL STUNT CABLE GROWTH

Nick Nicholas Jr., co-CEO of Time Warner, warned Congress against passing rules that would "signal the success of a coalition of savvy special interests that puts its agenda ahead of the public's and deprives cable of the resources it needs to make real the age of interactive TV."

43 / PRICE FOR SPORTS RIGHTS

Broadcast and cable executives say there will likely be readjustments in the prices paid for sports rights fees in the next negotiation period, based on the present performance of many of the leagues.

46 / BREAKING NEWS BUDGETS

Cost cutting and the aftermath of the Persian Gulf war are driving changes in TV news coverage. CNN and growing cable channel capacity for local news coverage are expected to compete with broadcast networks and affiliates. A Broadcasting/Cable Interface panel of journalists predicts reduced network coverage of political conventions and the possible demise of one of the network's evening newscasts.

47 / PTAR REVIEW INEVITABLE

A review of the 21-year-old FCC prime time access rule limiting the amount of network and off-network programing television stations may air during prime time is inevitable, said FCC Commissioners Sherrie Marshall and Ervin Duggan. However, the commission is likely to deal with other issues first, such as fin-syn.

49 / SPECIAL REPORT: BUSINESS & FINANCE

BROADCASTING's special report on business and finance features the Top 100 companies in electronic communications; a look at SEC filings beyond the numbers, and a survey of what top Fifth Estate executives earned last year.

59 / THE COEN FORECAST

Robert Coen, McCann-Erickson senior vice president, director of forecasting, made his semiannual presentation on ad expenditures last week, projecting only a 3.5% growth in national TV advertising to $20.9 billion in 1991. Network TV, Coen said, will grow 1.5% while spot and local television will grow only 1%. Cable and syndication continue to see double-digit growth, but that rate is also slowing. National radio advertising will increase 2.3% with local improving by 1.5%.

66 / NETWORK PROGRAM DEALS

It seems to be a case of who you know. Established producers are increasingly controlling blocks of time on the broadcast networks in prime time. Some say that makes it harder for new companies to get on the air and that program diversity is suffering.

67 / KOREAN WIDGET

Zodiac Entertainment has agreed with the Korean Broadcasting System and Seyoung, a leading Korean animator, to produce Zodiac's animated show, *Widget*. Under the terms of the deal, KBS will pay close to $1 million for the next 52 episodes of the show.

Senator Conrad Burns was part of bi-partisan group introducing telco entry bill last week (page 76)

70 / ATLANTA FIRE

The great Atlanta move-in controversy continues. Following FCC modification of its rules regarding changes in new community of license for FM and TV, Sapphire Broadcasting has filed further comments to show why the FCC should grant its proposal to move WHMA-FM Anniston, Ala., to the Atlanta metro. This move has prompted other broadcasters, including Summit and Cox, to file further comments at the FCC showing why the station should remain where it is.

72 / RAB/ANA FORUM

Advertisers and agency executives urged the radio industry to exploit its own strengths and lead the way in breaking through advertising clutter with superior creative and an aggressive partnership with rival media.

73 / 900 NUMBER REVENUE

Cable operators and programers are looking to 900 numbers as a revenue source and a marketing and promotion tool. One company filling that niche is NuCable Resources, which has launched a CALL2000 service.

74 / PPV OLYMPICS TALKS

The efforts of NBC and Cablevision's pay-per-view Olympics to secure carriage for the three-channel event for nonaddressable cable homes has led Olympics executives to formally sit down with both the Family Channel and The Discovery Channel. Olympics executives are offering to buy their respective ad inventories at market rates, paying for every subscriber affected by the Olympics.

76 / BI-PARTISAN TELCO BILL

Senators Conrad Burns (R-Mont.) and Albert Gore (D-Tenn.) led a bi-partisan group of congressmen in the introduction of the Communications Competitiveness and Infrastructure Modernization Act of 1991, a measure aimed at establishing a nationwide broadband fiber optic network in the U.S. by the telcos by the year 2015.

INDEX

Advertisers Index	94
Business	49
Cable	73
Cablecastings	74
Changing Hands	62
Classified Advertising	85
Closed Circuit	6
Datebook	12
Editorials	98
Fates & Fortunes	92
Fifth Estater	95
Focus on Finance	64
For the Record	80
In Brief	96
Masthead	28
Monday Memo	30
Open Mike	28
Programing	66
Radio	70
Ratings Roundup	69
Special Report	49
Top of the Week	35
Washington	76

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Incorporating

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■ Cable

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companies now operate is technological growth, which promises to fuel the equipment manufacturing sector, as well as the capital spending of broadcasters and cable operators. Meanwhile, regulatory uncertainty represents an x factor that threatens to change the equation at a moment's notice. With so much at stake, and so much in question, the need for vision and clarity at the top is evident. Also evident is the price tag of that vision, which is examined in this special report's survey of executive compensation.

And finally, for the careful reader, there are curious facts and valuable insights to be gleaned from the marching columns of figures and text in each company's annual report.

Together, the three views comprise an official, yet revealing, look at the financial fortunes of the industry.

TOP 100 REVENUE TOPS $44 BILLION IN 1990

BROADCASTING's 13th annual survey of the Fifth Estate's Top 100 companies shows electronic communications-related operations of publicly reporting companies generated $44.7 billion in revenue, a 9% increase over last year's Electronic Communications Index (ECI) of $40.9 billion. (The Top 100 chart follows on pages 54 and 55.)

Most of the $3.8 billion jump was concentrated in the top 10 companies which, at $24.8 billion, accounted for 55% of the ECI pie. In 1990, ECI revenue for the top 10 was $21.4 billion.

ECI revenue comprises a company's business interest in radio, TV, cable, satellite, allied services and manufacturing. The service industry, for example, includes advertising agencies and ratings services. Items not included in ECI revenue for programers include revenue from theatrical releases and the home video market. For manufacturers such as Sony and Zenith, it includes revenue from sales of television sets or products for the general public not built specifically or primarily for Fifth Estate commercial use.

There was a change in the top three companies this year: CBS moved up to second behind Capital Cities/ABC and General Electric dropped to third. CBS and NBC parent General Electric were separated by only $25,200. Capital Cities/ABC's ECI revenue increased almost 10% in 1990, while CBS's was up 10% and General Electric's was down 5%, compared to a year ago.

Finishing fourth this year was cable MSO Tele-Communications Inc. (TCI), up from fifth last year. TCI's ECI revenue increased 26% in 1990. Time Warner, which dropped from fourth to fifth in 1990, had an ECI gain of 5.5% compared to 1989. In sixth again was Sony, with an ECI revenue of about $2.7 billion.

Rounding out the top 10 were Viacom, WPP (parent company of advertising agencies J. Walter Thompson and Ogilvy & Mather), News Corp., falling back one to nine in 1990, and Turner Broadcasting, also falling back one.

Advertising agency Saatchi-Saatchi, which last year jumped from four to number 10, fell back four to number 14. Paramount, boosted by revenue from the TVX Broadcast Group, moved from 16 last year to 11.

Gone from this year's chart are General Instrument, which went private (General Instrument was ranked 13 in last year's survey), and MCA, which was acquired by Matsushita, and was ranked 14.

Last year, the 100th company listed was Fries Entertainment, with an ECI revenue of $23 million. This year, Fries moved up seven to number 93 with an ECI revenue of $29 million, and All American TV was the 100th company with an ECI revenue of $18.5 million.

As has been the case for the past few years, the price of admission to the Top 100 was reduced. One reason: mergers and buyouts have opened up more space. Companies on the 1990 chart not appearing on this chart include TVX Broadcast Group, which is now 100%-owned by Paramount Communications, and Oak Industries, which sold its communications division. Also gone are Qintex, MGM (now part of Pathe) and Univision Holdings. Already one can see how next year's list will change, since 78th-ranked Financial News Network is now owned by number three-ranked General Electric.

The following two-page chart lists each company's ECI ranking, revenue and percentage of total revenue. The fourth column shows the company's total revenue, followed by the percent change in revenue from the previous year. Total earnings and percent change from the previous year in that category complete the information on the chart. Comparisons to last year's chart may not be an effective barometer of change in revenue or income because companies often adjust financial statements on a year-to-year basis because of consolidations or reclassifications of business subsidiaries. Those percent changes from 1989 are provided by the companies and not from BROADCASTING's 1990 Top 100 chart.

To determine ECI revenue, BROADCASTING used information provided by the companies and analysts. -JF

The Broadcasting

BCI Rank	Company	BCI Revenue (in millions)	BCI % of Total Rev.	1990 Total Revenue (in millions)	% Chg. From '89	1990 Total Earnings (in millions)	% Chg. From '89
1	Capital Cities/ABC	$4,283.6	80%	$5,385.6	9%	$477.8	-2%
2	CBS	$3,261.2	100%	$3,261.2	10%	$100.8	-63%
3	General Electric	$3,236.0	6%	$58,414.0	7%	$4,303.0	9%
4	TCI	$2,942.0	81%	$3,625.0	20%	($287.0)	NM
5	Time Warner	$2,533.0	22%	$11,517.0	6.8%	$-256.0	NM
6	Sony	$2,667.4	10.4	$25,649.0	39%	$829.3	26.6%
7	Viacom	$1,599.6	100%	$1,599.6	11%	($89.8)	NM
8	WPP	$1,509.6	66.8%	$2,259.2	37%	$90.3	53.8%
9	News Corp.	$1,442.0	21%	$6,719.7	5%	$263.2	-72%
10	Turner Broadcasting	$1,316.7	94%	$1,393.5	31%	$4.6	NM
11	Paramount	$1,193.5	31%	$3,869.0	14%	$259.1	-82.3%
12	HSN	$1,008.0	100%	$1,008.0	30.2%	$38.8	NM
13	Continental Cablevision	$938.0	100%	$938	20%	($197.4)	NM
14	Scripps-Scripps	$835.2	61%	$1,369.2	-16.7%	($166.4)	NM
15	Westinghouse	$819.6	1.75%	$46,800.0	24%	$1,836.0	-23.8
16	QVC Network	$776.0	100%	$776.0	71%	($17.0)	NM
17	Westinghouse	$750.0	6%	$12,915.0	1%	$268.0	(71%)
18	Interpublic	$684.1	50%	$1,368.2	8.9%	$80.1	13.4%
19	Tribune	$623.9	27%	$2,353.0	-4%	($63.5)	NM
20	Comcast	$591.8	90%	$657.0	17%	($178.4)	NM
21	Walt Disney	$584.4	10%	$5,843.7	27%	$824.8	17%
22	Cablevision Systems	$563.0	100%	$563.0	14%	($271.4)	NM
23	SCI Holdings	$553.1	100%	$553.1	7%	($148.9)	NM
24	Harris Corp.	$549.5	18.5%	$3,052.7	38%	$138.7	513%
25	Omnicom	$530.7	45%	$1,178.2	17%	$52.0	11%
26	Times Mirror	$475.8	13%	$3,633.2	3%	$180.5	-40%
27	King World	$453.7	100%	$453.7	14.4%	$84.1	10.5%
28	Scientific Atlanta	$430.0	70%	$614.3	12%	$44.3	22%
29	Gannett	$396.7	12%	$3,441.6	-2%	$377.0	-5%
30	Multimedia	$345.4	72%	$480.7	3.8%	$45.6	17.8
31	Scripps Howard Broadcasting	$325.8	100%	$325.8	8%	$35.8	43%
32	Washington Post	$324.9	23%	$1,438.6	—	$174.6	19%
33	Tektronix	$301.5	21.4%	$1,408.3	-1.7%	($92.6)	NM
34	BHC Communications	$278.1	100%	$278.1	13%	$491.2	-41%
35	Grey	$269.5	56%	481.3	17%	$14.6	4.5%
36	Great American Communications	$263.3	82%	$322.4	7%	($39.0)	NM
37	3M	$260.4	2%	$13,021.0	8.6%	$1308.0	5.1%
38	Century **	$257.6	93%	$277.0	20%	($64.5)	NM
39	Dun & Bradstreet	$240.8	5%	$4,817.7	11.5%	$508.2	-13.3%
40	SCI Television	$234.0	100%	$234.0	3%	$22.9	NM
41	Control Data Co.	$230.6	13.6	$1,691.0	42.5	$2.7	NM
42	Adelphia	$229.6	100%	$229.6	22%	($156.9)	NM
43	Orion	$209.7	36%	$584.2	20%	($63.0)	NM
44	GM Hughes	$205.0	1.75%	$11,723.0	3.2%	$726.0	-7%
45	A.H. Belo	$192.5	44%	$434.1	5%	$29.6	26%
46	Eastman Kodak	$189.0	1%	$18,908.0	3%	$703.0	33%
47	Pinelands Inc.	$181.1	100%	$181.1	15%	($5)	NM
48	Spelling Entertainment	$154.0	97.4	$158.0	9.7%	$6.5	-48%
49	Media General	$153.4	25%	$613.2	1%	$25.5	23%
50	Midwest Communications	$152.4	80%	$190.5	18%	($1.6)	NM

Top 100 Companies

ECI Rank	Company	ECI Revenue ($ millions)	ECI % of Total Rev.	1990 Total Revenue ($ millions)	% Chg. From '89	1990 Total Earnings ($ millions)	% Chg. From '89
51	Varian	$139.1	11%	$1,264.8	3.7%	($4.1)	NM
52	LIN Broadcasting	$134.5	36%	$378.1	51%	($222.8)	NM
53	Westwood One	$131.3	90%	$145.9	11.7%	$18.2	NM
54	FCB	$128.4	38%	$338.1	3.7%	$21.6	10.2
55	Telemundo Group	$127.8	100%	$127.8	10%	($11.9)	NM
56	Jefferson-Pilot Corp.	$127.3	11%	$1,162.6	2%	$157.6	14%
57	Pulitzer Publishing	$115.5	29%	$402.8	—	$12.5	-33%
58	TCA Cable TV	$113.7	100%	$113.7	44%	$4.8	-56%
59	Infinity	$112.1	100%	$112.1	4%	($39.7)	NM
60	Meredith	$111.8	15%	$735.4	6%	($26.4)	NM
61	Makita Communications	$108.9	100%	$108.9	-1%	($17.7)	NM
62	Gillett Holdings**	$105.0	13%	$790.0	2%	NA	NM
63	McGraw-Hill	$104.0	5%	$1,938.6	8%	$172.5	261%
64	Ennis **	$103.0	100%	$103.0	38%	NA	NM
65	RKL Media	$93.6	100%	$93.6	6%	($41.5)	NM
66	Jones Intercable	$91.1	100%	$91.1	38%	($22.9)	NM
67	Liberty Corp.	$87.3	26%	$334.1	-6%	$25.2	-26%
68	Zenith	$84.6	6%	$1,409.9	-8.9%	($63.3)	NM
69	Jacor	$80.0	100%	$80.0	4%	($20.7)	NM
70	Pathe	$78.8	15%	$525.9	50%	($107.6)	NM
71	Park Communications	$71.8	45%	$159.6	-2%	$18.9	1%
72	Lee Enterprises	$71.3	25%	$278.5	7%	$43.5	1%
73	Comsat	$68.5	15%	$456.8	11%	($16.3)	NM
74	IDB	$64.8	75%	$86.5	42%	$0.65	-96.3%
75	C-TEC	$63.9	31.9%	$200.4	24.4%	($9.6)	NM
76	Ackerly	$63.4	33%	$159.1	9%	($14.5)	NM
77	Burnham Broadcasting	$62.9	100%	$62.9	15%	($18.2)	NM
78	Clear Channel Communications	$60.3	100%	$60.3	32%	($0.4)	NM
79	American Family Corp.	$59.8	2%	$2,678.3	10%	$117	53%
80	Outlet Communications	$55.7	100%	$55.7	-44%	$6.1	-62%
81	FHN	$52.6	100%	$52.6	18%	($72.4)	NM
82	Heritage Media	$51.0	25%	$203.9	24%	($28.8)	NM
83	New York Times	$50.4	3%	$1,776.8	—	$64.8	-76%
84	C-COR	$48.2	80%	$60.3	12.1%	$5.5	6.2%
85	United Video	$47.0	100%	$47.0	21.7%	$1.3	NM
86	Carolco	$42.1	15.7%	$269.1	90%	$17.3	23.2%
87	Burrup & Sims	$39.8	20.6%	$192.7	8%	$0.785	-91.5%
88	Falcon Cable	$39.3	100%	$39.3	30%	($11.6)	NM
89	Chyron	$33.0	100%	$33.0	-25%	($10.0)	NM
90	Motorola	$32.6	0.3%	$10,885.0	13.1%	$499.0	0.2%
91	dick clark	$30.3	100%	$30.3	18.3	$1.4	46%
92	Republic Pictures	$30.1	52.5%	$57.3	23.2%	$0.777	-24.7%
93	Fries Entertainment	$29.0	66%	$44.0	26.4%	($5.6)	NM
94	Reuters	$2[illegible]	2%	$1,369.0	15.3%	$320.1	13%
95	Stauffer Communications	$26.7	20%	$133.6	0.8%	$5.0	-9.2%
96	Playboy	$26.0	15.4%	$168.0	1%	$6.2	NM
97	Cohu Inc.	$24.5	55.8%	$43.9	24.6%	$4.4	3.3%
98	Osborn Communications	$23.8	100%	$23.8	22.4%	($4.5)	NM
99	Wagoner Corp.	$22.4	81%	$27.6	-9.2%	($2.6)	NM
100	All American TV	$18.5	100%	$18.5	9.4%	$0.255	-60%

** All data for company based on estimates NA - Not available NM - Not meaningful

ROSS TOPS LIST OF MEDIA MONEY MAKERS

Annual Fifth Estate survey shows Time Warner chairman doubling his 1989 salary; Disney Chairman and CEO-Michael Eisner is again second

Topping BROADCASTING's annual sampling of Fifth Estate salaries was Time Warner Chairman and Co-Chief Executive Officer Steven Ross, who made $78.1 million in 1990. That more than doubled his 1989 salary of $34.2 million and put him well above Time Warner President and Co-Chief Executive Officer Nick Nicholas, who earned $2,362,306 in 1990, compared to $1,973,559 in 1989.

Disney Chairman and Chief Executive Officer Michael Eisner was again second behind Ross with a salary of $11,233,229, compared to the $9,589,360 he made in 1989. Disney President and Chief Executive Officer Frank Wells earned $5,641,615 in 1990, compared to $4,819,680 in 1989.

On the network side, CBS Chairman, President and Chief Executive Officer Larry Tisch made $1,457,489 in 1990 compared to $1,325,866 in 1989. Other top CBS executives made the following: Howard Stringer, president, CBS/Broadcast Group, $896,627; Jeff Sagansky, president, CBS Entertainment Division, $775,594, and CBS News President Eric Ober, who made $550,530 in 1990. Peter Lund, executive vice president, CBS/Broadcast Group, made $1,586,882, $1,487,500 of which represented the agreed upon loss to him of anticipated benefits from stock options that lapsed upon leaving his previous employment, according to CBS's proxy statement.

Salaries at Capital Cities/ABC declined slightly this year. President, Chief Executive Officer and Chief Operating Officer Dan Burke made $907,100 in 1990, compared to $1,042,507 in 1989, while Chairman Thomas Murphy made $891,000 last year, compared to $1,089,132 in 1989. John Sias, executive vice president, ABC TV Network, made $771,900 in 1990, off by over $100,000 from his 1989 salary of $883,132. Michael Mallardi, senior vice president and president of the Broadcast Group, saw his 1990 salary increase to $760,500 compared to $753,314 in 1989.

Among the highest compensated in the group owner category are Ward L. Huey, vice chairman and president, A.H. Belo Broadcasting (five TV's), at $607,883 (compared to $526,574 in 1989); Ken J. Elkins, senior vice president, broadcasting, Pulitzer Publishing (one AM, one FM, seven TV's), at $373,634 (compared to $466,037); and Lawrence Fraiberg, Pinelands (WWOR[TV] New York) chairman and chief executive officer at $478,510 and Michael B. Alexander, Pinelands president and chief operating officer at $349,103.

Top earner Steve Ross of Time Warner

On the cable side, Tele-Communications Inc. President John C. Malone, made $454,140 in 1990, compared to $400,000 in 1989. John W. Goddard, senior vice president and chief executive officer, Viacom Cable, made $1,103,795 in 1990, compared to $1,056,598 in 1989.

The term "cash compensation" includes salary and bonuses, but not the exercise of stock options, which typically allow an executive to purchase stock at any time during a period of years at a set price. At King World, for example, Steven Hirsch exercised options on 38,160 shares for a net value of $679,439, and Jeffrey Epstein exercised options on 30,000 shares for a net value of $847,200.

Bonuses can also be a significant source of compensation. Disney head Michael Eisner has a base salary of $750,000. However, he made $10,483,229 in bonuses. Eisner's agreement with Disney provides an annual bonus equal to 2% of the amount by which the company's net income for the fiscal year exceeds the amount representing a return on stockholders' equity of 9% for 1990 and prior years and 11% after 1990.

The huge salaries of some chief executives are rubbing Senator Carl Levin (D-Mich.) the wrong way. Levin, who is chairman of the Senate Oversight of Government Management Subcommittee, said he has introduced a bill to allow stockholders to vote on salaries and other compensation of chief executives. Levin was quoted in one published report as saying stockholders "ought to have the right to question inappropriate executive pay at their annual shareholder meetings—after all, it is their money."

[The chart below provides information on executives' salaries. An asterisk by a name means that a person is no longer in that position.] **-JF,GF**

Company	*1990 Title*	*Cash Compensation*
Ackerley Communications		
Barry A. Ackerley	Chair/CEO	$571,000
Donald E. Carter	Pres/COO	$223,000
Adelphia Communications		
John J. Rigas	Chair/Pres/CEO	$506,731
Michael J. Rigas	VP ops	$84,231
Timothy J. Rigas	Senior VP/CFO/treas	$84,231
James P. Rigas	VP ops	$84,231
Daniel R. Milliard	VP/sec/gen counsel	$150,000
American Television & Communications		
Joseph J. Collins	Chair/CEO	$1,550,000
James H. Doolittle	Pres/COO	$1,035,000
A.H. Belo		
Robert W. Decherd	Chair/CEO	$1,014,250
Ward L. Huey Jr.	Vice Chair/Pres bcst	$607,883
CBS		
Laurence A. Tisch	Chair/Pres/CEO	$1,457,489
Howard Stringer	Pres CBS/Bcst Group	$896,627
Peter A. Lund	Ex VP CBS/Bcst Group	$1,586,882
Jeffrey F. Sagansky	Pres CBS Ent	$775,594
Eric W. Ober	Pres CBS News	$550,530
Cablevision Systems Corp.		
Charles F. Dolan	Chair/CEO	$1,100,000
John Tatta	Pres	$950,000
James Kofalt	Ex VP/COO	$700,000
William J. Bell	Vice Chair	$660,000
Marc A. Lustgarten	Vice Chair	$660,000
Capital Cities/ABC		
Daniel B. Burke	Pres/CEO/COO	$907,100
Thomas S. Murphy	Chair	$891,000
John B. Sias	Ex VP/Pres. ABC-TV Net $771,900	
Michael P. Mallardi	Sn VP/Pres. Bcst Grp	$760,500
Ronald J. Doerfler	Sn VP/CFO	$748,600
Carolco Pictures		
Mario Kassar	Chair	$1,500,000
Peter Hoffman	Pres/CEO	$881,250
Clear Channel Communications		
L. Lowry Mays	Pres/CEO	$574,349
Comsat		
Robert Wussler	Pres/CEO Video Ent	$450,012

Disney's Michael Eisner

Company	1990 Title	Cash Compensation
Disney		
Michael Eisner	Chair/CEO	$11,233,229
Frank Wells	Pres/COO	$5,641,615
Durham Co.		
F.P. Coley	Executive VP	$159,763
Fries Entertainment		
Charles W. Fries	Chair/CEO	$1,034,816
Great American Communications		
George E. Castrucci	Pres/Ex VP/COO	$370,000
Charles S. Mechem Jr.	Pres	$314,000*
Gannett		
John J. Curley	Chair/Pres/CEO	$1,300,000
Douglas McCorkindale	Vice Chair/CFO	$1,030,000
General Electric		
John F. Welch Jr.	Chair/CEO	$2,982,873
Heritage Media		
David N. Walthall	Pres/CEO	$323,939
Paul W. Fiddick	Ex VP/Pres Radio Grp	$185,265
James J. Robinette	Ex VP/Pres TV Grp	$172,680
Imagine Entertainment		
Ron Howard	Co-CEO	$1,221,600
Brian Grazer	Co-CEO	$1,221,600
International Broadcast Systems		
Earl L. Jones	Chair/CEO/Pres	$251,098
Interpublic Group		
Philip Geier	Chair/Pres/CEO	$1,635,232
Robert James	Chair McCann-Erckson	$966,466
Jacor		
Terry S. Jacobs	Chair/Pres/CEO	$400,635
Jones Intercable		
Glenn R. Jones	Chair/CEO	$575,000
King World		
Roger King	Chair	$1,885,000
Michael King	Pres/CEO	$1,885,000
Stephen Palley	Ex VP/COO	$722,000
Steven Hirsch	Pres Camelot Ent.	$500,000
Jeffrey Epstein	CFO	$300,000
Kushner-Locke		
Donald Kushner	Co-Chair/CEO/CFO	$636,250
Peter Locke	Co-Chair/Pres	$636,250
LIN Broadcasting		
Gary Chapman	Pres LIN TV Group	$425,000
Frank A. O'Neil	Pres KXAS-TV Ft. Worth	$180,000*
Meredith		
Jack D. Rehm	Pres/CEO	$532,484
McGraw-Hill		
Joseph L. Dionne	Chair/CEO	$1,153,127
Multimedia		
Walter E. Bartlett	CEO	$596,169
James T. Lynagh	Pres/COO	$424,756*
Orion Pictures		
Arthur Krim	Chair	$809,500
Eric Pleskow	Pres/CEO	$809,500
William Bernstein	Ex VP	$809,500
Gary Nardino	Chair/CEO Orion TV	$807,077
Paramount Communications		
Martin S. Davis	Chair/CEO	$3,645,600
Pinelands		
Lawrence Fraiberg	Chair/CEO	$478,510
Michael B. Alexander	Pres/COO	$349,103
Pulitzer		
Joseph Pulitzer Jr.	Chair	$655,200
Michael E. Pulitzer	Pres/CEO	$615,800
Ken J. Elkins	Sn VP Broadcasting	$373,634
Scripps Howard		
Richard J. Janssen	Pres	$394,000
Frank Gardner	VP	$218,000*
Kenneth W. Lowe	VP	$200,000
James P. Fox	VP	$195,000
Thomas C. Griesdorn	VP	$193,000

CBS's Laurence Tisch

Company	1990 Title	Cash Compensation
TCA Cable TV		
Robert M. Rogers	Chair/CEO	$162,721
Fred R. Nichose	Pres/COO	$135,066
Tele-Communications Inc.		
Bob Magness	Chair	$454,136
John C. Malone	Pres	$454,140
Donne F. Fisher	Treas/Sn VP	$329,133
J.C. Sparkman	Ex VP	$329,128
John J. Sie	Sn VP	$251,211
Telemundo		
Donald G. Raider	Ex VP/COO	$451,831*
Carlos R. Barba	Sn VP prog. promo	$362,250*

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Company	1990 Title	Cash Compensation
Peter J. Housman II	Sn VP/Treas/CFO	$283,958
W. Gary McBride	Sn VP mktg, sales	$273,722
Times Mirror		
Robert F. Erburu	Chair/CEO	$881,971
David Laventhol	Pres	$584,462
Donald F. Wright	Sn VP	$319,189
Time Warner		
Steven Ross	Chair/Co-CEO	$78,176,492
N.J. Nicholas Jr.	Pres/Co-CEO	$2,362,306
J. Richard Munro	Chair ex comm	$1,524,326
Turner Broadcasting Systems		
R.E. Turner	Chair/Pres	$879,603
Terence F. McGuirk	VP/Dir	$584,777
Tribune		
James C. Dowdle	Pres/CEO bcstg	$603,502

TCI's John Malone

Company	1990 Title	Cash Compensation
United Artists Entertainment		
Stewart D. Blair	Vice Chair/CEO	$493,191
Fred Vierra	Pres/COO	$323,393
United Television		
Garth S. Lindsey	Ex VP/CFO/Sec	$185,000
Viacom		
Frank J. Biondi Jr.	Pres/CEO	$1,459,229
Neil S. Braun	Sn VP/Chair Pictures	$631,442
John W. Goddard	Sn VP/Pres/CEO Cable	$1,103,795
Henry S. Schleiff	Sn VP/Chair/CEO Bcstg	$1,051,923
Washington Post		
Katharine Graham	Chair	$554,986
Howard E. Wall	Pres cable div	$422,875
Westinghouse		
B.B. Staniar	Chair Bcstg	$729,996

SEC FILINGS: BEYOND THE NUMBERS

Details are present in financial statements that provide insights into the workings of companies and their executives

The media recession has made annual report reading a more sobering experience this year. But beyond the numbers, there are insights in the text that accompany the financial statements that are diverse and sometimes even entertaining. Some examples:

■ Details provided in the financial statement of Pinelands Inc., parent company of WWOR-TV, suggest it had a reason to hope NBC would not renew *Cosby:* "If there is an eighth network season of *The Cosby Show*, the company will become committed to the third and final automatic extension of the license agreement in the fall of 1991. Based upon the company's current revenue estimate for *The Cosby Show*, it is likely that the company would be required to record a writedown at that time if an eighth season is produced."

■ Carolco Pictures Inc. Chairman Mario Kasser was reimbursed $259,000 by the studio for security services, according to Carolco's 10-K. Kasser was also reimbursed $42,200 for nonaccountable travel and entertainment expenses.

■ Fries Entertainment, which is in the process of trying to obtain additional equity, spent $205,400 for a car and chauffeur for Chief Executive Charles Fries and $122,000 for a new screening room at his home.

■ As previously noted ("Closed Circuit," March 11) TCA Cable TV's proxy details a substantial reduction in controlling ownership of the Tyler, Tex.-based MSO. TCA Chairman Bob Rogers now solely owns about 20% of the stock, down from roughly 35% in the prior-year reporting period. The missing 15% is now in the hands of his ex-wife, Louise Rogers, from whom he was recently divorced. Both continue to jointly own a corporation that has an additional 5% of stock.

□

One line that has begun to appear in financial statements is "cash flow." Several years ago, several broadcasters attempted to inform shareholders of cash flow data they felt to be more meaningful than net earnings, but efforts were frustrated by the Securities and Exchange Commission. But in the latest annual reports, companies such as A.H. Belo and Outlet Communications include the figure. The former defines it as operating income before depreciation and amortization; the latter, as operating income before depreciation.

■ Another radio group owner may join the ranks of broadcasters with ownership in a major league baseball team. Jacor Communications noted it has the right, subject to approval from its lenders, to invest $1 million as a limited partner in the application for a major league baseball franchise in Denver. The Cincinnati-based group owner also said that because Universal Broadcasting's Martin Kosofsky now has an attributable—for FCC purposes—interest in Jacor, "the company is currently restricted to the future acquisition of two AM stations and three FM stations and may not be able to acquire stations in the major markets of New York, Los Angeles, Chicago, Pittsburgh, St. Louis and Indianapolis."

Acquisition footnotes in two annual reports detail the range of how TV station prices are allocated. Pulitzer said slightly more than half of the $37.8 million it paid for WDSU-TV New Orleans was allocated to intangibles, including FCC licenses, network affiliations and "...programing contracts and advertising client base." Only 1% of the price was allocated to "goodwill." Heritage Media said roughly half of the $4.2 million purchase price for stations it bought went to goodwill.

■ Meredith noted that at the time its year-end statement was compiled, Internal Revenue Service rules prohibited the company from claiming any income tax benefit upon the sale of MMT, a television ad sales representation firm. Meredith had realized an economic loss on the wholly owned subsidiary. But since the statement was issued, the IRS has revised its rules and the current year's statement will include the tax gain.

■ Among other legal matters, Telemundo updated references to a lawsuit filed against it by John Blair Communications. In John Blair Communications et al. v. Reliance Capital Group L.P., the plaintiffs allege Telemundo's parent company, Reliance Capital, made fraudulent representations in connection with

obstacle left is securing every available wireless channel, to foreclose the possibility of a wireless overbuilder.

The two men described the current Soviet telecommunications as similar to the U.S.'s in 1950, and said they are part of a movement that will bring it into the 1970's. The biggest challenge—and worry—for the venture, he said, was not overdoing it at first. For better or worse, Schmidt said: "We're going to change their lives." —PJS

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

WSPD(AM)-WLQR(FM) Toledo, Ohio □ Sold by Toledo Broadcasting Co. to Stratford Research for $4 million cash. Stations were purchased in 1986 for $15 million ("Changing Hands," Sept. 15, 1986). **Seller** is subsidiary of Commonwealth Communications Services Inc., headed by David M. Detweiler, and is also licensee of WHP-AM-FM-TV Harrisburg, Pa. **Buyer**, headed by Lewis W. Dickey Jr., is Toledo-based national market research and strategy consulting firm. WSPD is fulltimer with news-talk format on 1370 khz and 5 kw. WLQR has adult contemporary format on 101.5 mhz with 19.1 kw and antenna 810 feet. *Broker: The Ted Hepburn Co.*

WCRJ-FM Jacksonville, Fla. □ Sold by Hoker Broadcasting to Paxson Broadcasting for $3.5 million. Hoker Broadcasting recently sold co-owned WRXJ(AM) Jacksonville, Fla. for $425,000 ("Changing Hands," May 27). Sale of combo to Ragan Henry Group in 1989 for $8.6 million fell through ("Changing Hands," June 26, 1989). **Seller** is headed by Jay Hoker, and also owns WCRJ-FM Jacksonville, FL; WMLX(AM) Florence (Cincinnati), Ky.; WDFX(FM) Detroit (sold pending FCC approval); KCFX(FM) Harrisonville (Kansas City), Mo., and WOFX(FM) Fairfield (Cincinnati), Ohio. **Buyer** is headed by Lowell "Bud" Paxson, former president and CEO of Home Shopping Network; he presently has no other broadcast interests. WCRJ-FM has country format on 107.3 mhz with 100 kw and antenna 350 feet above average terrain. *Broker: Media Venture Partners.*

KMCE(AM) Rancho Cordova, Calif. □ Sold by Minority Communications of California Inc. to Fuller-Jeffrey Broadcasting Corp. for $1 million. Price includes ~~$950,000~~ cash at closing and $50,000 escrow deposit. Sale is contingent on either sale of contour-overlapping KRCX(AM) Roseville, Calif., or waiver of FCC regulations until applicant can divest itself of

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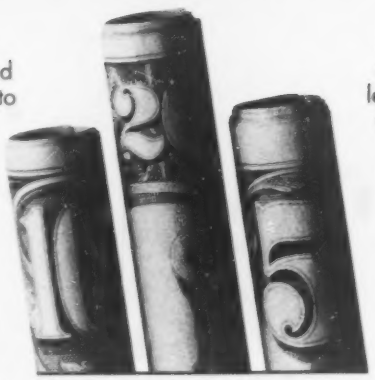

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PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,740,450** □ **4**
FM's □ **$337,000** □ **3**
AM-FM's □ **$4,203,634** □ **3**
TV's □ **$1,800,000** □ **2**
Total □ **$8,081,084** □ **12**

Year to Date:

AM's □ **$46,653,668** □ **108**
FM's □ **$81,663,772** □ **114**
AM-FM's □ **$125,283,542** □ **88**
TV's □ **$258,499,000** □ **38**
Total □ **$512,099,982** □ **348**

For 1990 total see Jan. 7, 1991 BROADCASTING.

RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 5/27	ABC 8.9 / 16			MACGYVER (56) [7.0 / 15] 7.3 / 14	8.4 / 15	ABC MONDAY NIGHT MOVIE—B. L. STRYKER: PLATES (41) [9.5 / 17] 8.6 / 15	9.2 / 16	10.3 / 19	9.8 / 19
	CBS 10.8 / 20			EVENING (33) SHADE 9.9 / 19	MAJOR (20) DAD 11.4 / 21	MURPHY (5) BROWN 13.8 / 24	DESIGNING (5) WMN. 13.8 / 24	GOOD (51) SPORTS 8.6 / 16	GOOD SP. (63) SPORTS 7.0 / 14
	NBC 8.8 / 16			FRESH (24) PRINCE 11.0 / 21	BLOSSOM (48) 8.8 / 16	NBC MONDAY NIGHT MOVIE—THREE ON A MATCH (53) [8.3 / 15] 8.1 / 14	8.4 / 14	8.6 / 16	8.2 / 16
	FOX 6.3 / 11			FOX NIGHT AT THE MOVIES—BLOOD TIES (67) [6.3 / 11] 6.1 / 12	6.7 / 12	6.3 / 11	6.0 / 10		
TUESDAY 5/28	ABC 13.6 / 24			WHO'S THE (25) BOSS 10.7 / 20	HEAD OF (28) CLASS 10.5 / 19	ROSEANNE (1) 17.2 / 29	COACH (2) 15.6 / 26	THIRTYSOMETHING (4) [13.9 / 24] 13.8 / 24	14.0 / 25
	CBS 11.9 / 23			RESCUE 911 (8) 13.3 / 24 12.3 / 23	14.3 / 26	CBS TUESDAY NIGHT MOVIE— BLUEGRASS PT.2 (13) [12.7 / 22] 12.0 / 20	12.4 / 21	13.3 / 23	13.1 / 23
	NBC 10.0 / 18			MATLOCK (25) [10.7 / 20] 10.3 / 19	11.0 / 20	NBA PLAYOFF— L.A. LAKERS VS. PORTLAND (31) [10.1 / 18] 8.8 / 16	9.8 / 17	9.6 / 16	10.5 / 18
WEDNESDAY 5/29	ABC 9.0 / 17			WONDER (37) YEARS 9.8 / 19	GROWING (37) PAINS 9.8 / 18	DOOGIE (22) M.D. 11.3 / 20	ANYTHING (40) B.LOVE 9.6 / 17	EDDIE DODD (64) [6.8 / 13] 6.8 / 13	6.8 / 13
	CBS 9.3 / 18			ROCKY & (69) BULLW. 6.1 / 12	CLAY- (74) MATION 5.9 / 11	JAKE AND FAT MAN (31) [10.1 / 18] 9.5 / 17	10.7 / 19	48 HOURS (16) [11.9 / 23] 12.4 / 23	11.3 / 22
	NBC 10.5 / 19			UNSLVD. MYSTERIES (12) [12.8 / 24] 11.7 / 23	13.8 / 25	NIGHT (33) COURT 9.9 / 18	DEAR (44) JOHN 9.1 / 16	QUANTUM LEAP (44) [9.1 / 17] 8.9 / 16	9.3 / 18
THURSDAY 5/30	ABC 7.6 / 14			FATHER DOWLING (60) [7.2 / 14] 6.8 / 13	7.6 / 15	MY LIFE & (66) TIMES 6.5 / 12	MY LIFE & (69) TMS. SP. 6.1 / 11	PRIMETIME LIVE (43) [9.2 / 17] 9.0 / 16	9.3 / 18
	CBS 9.2 / 17			TOP COPS (48) [8.8 / 17] 8.2 / 16	9.4 / 18	ANTAGONISTS (48) [8.8 / 16] 8.5 / 16	9.1 / 16	AMERICAN STORY (33) [9.9 / 18] 9.3 / 17	10.5 / 20
	NBC 11.0 / 20			COSBY (27) 10.6 / 21	CHEERS SP.(23) 11.1 / 21	NBA PLAYOFF— PORTLAND VS. L.A. LAKERS (17) [11.8 / 22] 9.8 / 18	11.0 / 20	11.4 / 20	12.0 / 22
	FOX 8.6 / 16			SIMPSONS (39) 9.7 / 19	BABES (67) 6.3 / 12	BEVERLY HILLS 90210 (44) [9.1 / 16] 8.6 / 16	9.6 / 17		
FRIDAY 5/31	ABC 12.6 / 26			FULL (10) HOUSE 12.9 / 28	FAMILY (9) MAT. 13.2 / 28	PERFECT (15) STRGN. 12.1 / 24	GOING (30) PLACES 10.3 / 20	20/20 (7) [13.6 / 27] 13.2 / 26	13.9 / 28
	CBS 6.6 / 13			GUNS OF PARADISE (80) [5.3 / 11] 5.2 / 11	5.5 / 12	CBS FRIDAY NIGHT MOVIE—BABY GIRL SCOUT (60) [7.2 / 14] 6.5 / 13	7.1 / 14	7.5 / 15	7.9 / 16
	NBC 5.3 / 11			HUNTER (83) [5.1 / 11] 5.0 / 11	5.2 / 11	L.A. LAW SP. (80) [5.3 / 10] 4.8 / 10	5.8 / 11	MIDNIGHT CALLER (76) [5.5 / 11] 5.3 / 10	5.7 / 11
	FOX 4.7 / 10			AMERICA'S MOST (78) [5.4 / 12] WANTED 5.1 / 11	5.8 / 12	DEA: SP. TASK FORCE (88) [4.0 / 8] 3.8 / 8	4.2 / 8		
SATURDAY 6/1	ABC 5.9 / 13			YOUNG RIDERS (78) [5.4 / 13] 4.9 / 12	5.9 / 14	ABC SATURDAY NIGHT MOVIE—RHINESTONE (69) [6.1 / 13] 5.3 / 11	5.6 / 11	6.5 / 13	6.9 / 14
	CBS 6.6 / 14			FLASH (84) [5.0 / 12] 4.6 / 11	5.5 / 13	CBS SATURDAY NIGHT MOVIE—KISS SHOT (59) [7.4 / 15] 5.6 / 12	7.2 / 15	8.1 / 16	8.7 / 18
	NBC 8.4 / 18			AMEN (65) 6.7 / 17	AMER. (58) DREAM. 7.5 / 18	GOLDEN (33) GIRLS 9.9 / 21	EMPTY (28) NEST 10.5 / 21	SISTERS (55) [7.9 / 16] 8.0 / 16	7.8 / 16
	FOX 4.0 / 9			TLY. HID. (90) VIDEO 3.7 / 9	YEAR- (91) BOOK 2.5 / 6	COPS (85) 4.5 / 10	COPS 2 (82) 5.2 / 11		
SUNDAY 6/2	ABC 8.5 / 16	LIFE GOES ON (75) [5.6 / 12] 4.9 / 11	6.3 / 13	AMR. FUN (18) VIDEO 11.7 / 22	AMR. FUN (19) PLP. 11.6 / 21	ABC SUNDAY NIGHT MOVIE—BABY M PT. 1 (52) [8.4 / 15] 7.1 / 12	8.3 / 14	8.8 / 16	9.6 / 18
	CBS 11.4 / 22	60 MINUTES (3) [15.2 / 34] 14.3 / 33	16.2 / 34	SUNDAY * (20) DINNER 11.4 / 22	ALL IN THE (10) FMLY 12.9 / 24	TONY AWARDS (47) [8.9 / 16] 10.2 / 18	9.2 / 16	8.7 / 15	8.3 / 16
	NBC 8.8 / 17	OUR SHINING SP.(87) [4.1 / 9] MOMENTS4.2 / 10	4.0 / 8	EXPOSE (72) 6.0 / 11	REAL LIFE (60) 7.2 / 13	NBC SUNDAY MOVIE—MURDER IN HIGH PLACES (14) [12.3 / 22] 12.0 / 21	12.4 / 21	12.6 / 22	12.2 / 23
	FOX 6.3 / 12	TRUE CLR (89) 3.8 / 9	P. LEWIS (86) 4.4 / 9	IN LIVING (57) COLOR 7.7 / 15	GET A LIFE (72) 6.0 / 11	MRD. WITH (41) CHILD. 9.5 / 17	TOP OF (54) HEAP 8.1 / 14	SUNDAY COMICS (76) [5.5 / 10] 5.7 / 10	5.2 / 10

WEEKLY PRIME TIME AVERAGE	ABC 9.4 / 18	CBS 9.6 / 18	NBC 9.0 / 17	FOX 6.0 / 12
SEASON PRIME TIME AVERAGE	ABC 12.1 / 20	CBS 12.0 / 20	NBC 12.4 / 21	FOX 6.4 / 11

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (89)—RANKING [89]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

partnership, and Giordano and Murphy own less than 1% of other publicly traded broadcasting companies. They are also officers (Giordano 48%) of April Broadcasting Inc., licensee of WBLX(AM)-WBLX-FM Mobile, AL. Action May 21.

■ **WBBC-AM-FM Blackstone, VA** (AM: BAL-910410EA; 1440 khz; 5 kw-D; FM: BAL-H910410EB; 93.5 mhz; 1.8 kw; ant. 370 ft.)—Granted assignment of license from Blackstone Communications Inc. to Denbar Communications Inc. for $175,000. Seller is headed by Michael C. Rau, and has no other broadcast interests. Buyer is headed by Dennis G. Royer Sr. (50%) and Barbara T. Royer (50%), husband and wife. Dennis Royer is 10% owner of CRS Communications Inc., licensee of WJJS(AM)-WXYU(FM) Lynchburg, VA. Action May 15.

■ **WRPQ(AM) Baraboo, WI** (BTC901019EG; 740 khz; 250 w-D)—Granted transfer of control within Baraboo Broadcasting Corp. for $125,000. Sellers are Robert A. Jones and Patricia Jones, and have no other broadcast interests. Buyer is Jeffery A. Smith, and has no other broadcast interests. Action May 22.

■ **KLGT(FM) Buffalo, WY** (BTCH910320HH; 92.7 mhz; 3 kw; ant. 26 ft.)—Granted transfer of control from Communications System III to Raymond and Karen McLean, et al., for $41,850 in stock transfer. Sellers are Lee and Emily Keith, husband and wife, who have no other broadcast interests. Buyers are McLeans, husband and wife, and Albert and Judy Wildeman, husband and wife, who have no other broadcast interests. Action May 21.

NEW STATIONS

Applications

■ **San Carlos, AZ** (BPH910516ML)—Desert West Air Ranchers Corp. seeks 103.7 mhz; 3 kw-H; ant. 91 m. Address: P.O. Box 36717, Tucson, AZ 85740. Principal is headed by Ted Tucker, and is permittee of KCDX(FM) Kearny, KTDX(FM) Winslow and KTTZ(FM) Ajo, all Arizona, and FM translators K224BN Sunflower, K265CW, K43CW and K21CX all Tucson; K280BU Flagstaff, and K285DL San Manuel, all Arizona, and LPTV K22CO Flagstaff, Arizona. Filed May 16.

■ **Zolfo Springs, FL** (BPH910503MQ)—Zolfo Springs Broadcasting Ltd. seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 2521C Maryland Ave., Tampa, FL 33629. Principal is headed by Deidra W. Humphrey, and has no other broadcast interests. Filed May 3.

■ **Smithville, GA** (BPH910503MP)—Donald ... Jones seeks 106.9 mhz; 6 kw; ant. 100 m. Address: 3017 Piedmont Rd. NE, Suite 200, Atlanta, GA 30305. Principal has interests in CP's for LPTV's to serve Daytona Beach, Cocoa Beach, Titusville, Sebastian, and St. Augustine, all Florida, and has interest in WNNQ(AM) Ashburn, GA. Filed May 3.

■ **Eagle, ID** (BPH910516MK)—Radio Representatives, Inc. seeks 107.9 mhz; 50 kw; ant. 126 m. Address: 2624 Ocotillo, P.O Box 5457, Santa Maria, CA 93456. Principal is headed by G. Dawn Delgatty and Norwood J. Patterson, and is permittee of KGDP(FM) Orcutt, CA and KIDH(AM) Eagle, ID, and licensee of KGDP(AM) Orcutt, CA.

■ **Eagle, ID** (BPH910516MM)—Eagle Broadcasting Inc. seeks 107.9 mhz; 1.10 kw; ant. 788 m. Address: 5000 Joe Lane, Nampa, ID 83651. Principal is headed by Humberto F. Fuentes, and has no other broadcast interests. Filed May 16.

■ **Eagle, ID** (BPH910516MN)—Moonbeam Inc. seeks 107.9 mhz; 1.14 kw; ant. 790 m. Address: P.O. Box 526, Nicasio, CA 94946. Principal is headed by Mary F. Constant, and has no other broadcast interests. Filed May 16.

■ **Eagle, ID** (BPH910516MO)—Cynthia A. Siragusa seeks 107.9 mhz; 1.17 kw; ant. 782 m. Address: 50 Park Terrace E., Apt. 3F, New York, NY 10034. Principal has no other broadcast interests. Filed May 16.

■ **Rexburg, ID** (BPED910509MB)—Ricks College Corp. seeks 91.5 mhz; 400 kw-H; ant. 12 m. Address: Ricks College, Rexburg, ID 83460. Principal is headed by Ezra Taft Benson, and is licensee of noncommercial educational KRIC(FM) Rexburg, ID. Principal is controlled by The Church of Jesus Christ of Latter-Day Saints and governed by board of trustees. Filed May 9.

■ **Mount Morris, IL** (BPH910514MC)—Golf Media Inc. seeks 95.7 mhz; 2.7 kw; ant. 151 m. Address: P.O. Box 9089, Downers Grove, IL 60515. Principal is headed by Daniel G. Dobrowolski, sole owner of Golf Media Inc., and has interests in licensees of LPTV's W54BH and W11CE both Madison, Wisconsin; and W68CF Tampa, FL, and holds CP for W34AW Sarasota, FL, and pending application for CP for K15DB Santa Barbara, CA. Filed May 14.

■ **Searsport, ME** (BPH910503MR)—Jonathan Lee Leveen seeks 101.7 mhz; 1.61 kw; ant. 191 m. Address: 59 Mechanic St., Camden, ME 04843. Principal is 100% owner of Northern Lights Broadcasting Co., permittee of WAVX(FM) Thomaston, ME. Filed May 3.

■ **Marquette, MI** (BPH910515ME)—Iron Range Broadcasting Co. Inc. seeks 94.1 mhz; 4.49 kw; 115 m. Address: 105 E. Kent St., P.O. Box 190, Iron Mountain, MI 49801. Principal is headed by Charles R. Henry and James A. Klungness, who own WMIQ-(AM)-WIMK(FM) Iron Mountain, MI. Filed May 15.

■ **Coleraine, MN** (BPH910515MC)—Latto Northland Broadcasting Inc. seeks 95.1 mhz; 100 kw; ant. 176 m. Address: 419 W. Michigan St., Duluth, MN 55802. Principal is headed by Lewis M. Latto, who is 100% owner of licensees of WAKX(FM) Duluth, MN; KXTP(AM) Superior, WI; WEVE-AM-FM Eveleth, MN; and 14 FM Translator. Filed May 15.

■ **Mclain, MS** (BPH910515MD)—Community Broadcasting Co. Inc. seeks 96.9 mhz; 6 kw; ant. 100 m. Address: P.O. Box 723, Wiggins, MS 39577. Principal is headed by A. R. Byrd, and has no other broadcast interests. Filed May 15.

■ **Atlantic City** (BPED910509MA)—Atlantic City Board of Education seeks 88.9 mhz; .10 kw-V; ant. 35 m. Address: 1809 Pacific Ave., Atlantic City, NJ 08401. Principal is headed by Mrs. Dorothie W. Dorrington, and has no other broadcast interests. Filed May 9.

■ **Belvidere, NJ** (BPH910516MP)—South Jersey Radio Inc. seeks 107.1 mhz; 3 kw; ant. 100 m. Address: 1601 New Rd., Linwood, NJ 08221. Principal is headed by Howard L. Green, and is licensee of WOND-(AM) Pleasantville, WONZ(AM) Hammonton, WMGM(FM) Atlantic City and WMGM-TV Wildwood, all New Jersey, and permittee of LPTV W07CE Atlantic City. Filed May 16.

■ **Belvidere, NJ** (BPH910515MF)—W.R.N.J. INC. seeks 107.1 mhz; 3.9 kw; ant. 120 m. Address: Box 1000, Hackettstown, NJ 07840. Principal is headed by Lawrence J. Tighe Jr. and Norman L. Worth. Tighe and Worth are owners, officers and directors of Radio

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.9 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research